



AGENDA

Imagine Corvallis 2040 Steering Committee

October 20, 2016, 4:00 pm to 6:00 pm

Madison Avenue Meeting Room

Item

Welcome

- 4:00 Introductions & Agenda Review**
Review of September 15, 2016, meeting notes and proposed October agenda
- 4:05 Public Comment**
- 4:25 Review of Final Documents for City Council Consideration** – Vision Overview, Vision, Community Action Plan Template, Indicators
- 4:50 ICSC Report to City Council**
Review draft report to City Council and provide direction to staff for completion of report to be submitted to Council for November 7th City Council meeting.
- 5:20 Steering Committee Discussion on Sunset and Next Steps** - Finalizing Vision booklet, Community Action Plan development, Implementation Committee appointment, etc.
- 5:40 Steering Committee Project Reflections**
- 6:00 Adjourn**

City Council Goal

Vision and Action Plan for Corvallis

Using an engaged community process, create a new Corvallis Vision and Action Plan 2040 by December 2016. The resulting plan will include an aspirational vision, an action plan for the City and community partners that is achievable and measureable using a livability index, and a method for regular evaluation and necessary revision. The vision and action plan will be the foundation for necessary work on other City plans.



Steering Committee
Report & Final Recommendations



October 14, 2016

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1. Overview

Imagine Corvallis 2040, the city's Vision and Community Action Plan, identifies a far-reaching vision that will be translated into a series of budget priorities and community initiatives. The Vision will inform major decisions in the community through 2040, as well as future updates of the city's comprehensive plan and land development code.

This visioning process originated in 2014 when the City Council initiated a process to evaluate the City's progress toward accomplishing the goals of the City's most recent visioning project, Vision 2020. City Councilors noted progress in many areas, but acknowledged the need to focus the community's attention on those aspirations that have not yet been accomplished. Councilors also expressed a desire to develop specific objectives and initiatives to actively accomplish goals, with a set of metrics that would allow the community to gauge its progress in reaching goals.

Following the Vision 2020 review effort, the City Council decided to adopt a Council Goal to develop a new vision looking forward to 2040. In developing the Goal, the Council determined that the 2040 visioning effort should include an aspirational vision, initiatives to accomplish the vision, and a set of metrics to assess the community's progress in reaching those goals. In 2015, the Council formally adopted the 2040 Vision Council Goal, and determined that a task force would be formed to develop an approach to address the Goal, to make recommendations concerning the selection of a consultant to assist the City in the development of the 2040 visioning project, and to appoint a steering committee to work with the consultant and staff to accomplish the Goal. The Council Goal states the following:

Using an engaged community process, create a new Corvallis Vision and Action Plan 2040 by December 2016. The resulting plan will include an aspirational vision, an action plan for the City and community partners that is achievable and measurable using a livability index, and a method for regular evaluation and necessary revision. The vision and action plan will be the foundation for necessary work on other City plans.

The Imagine Corvallis Steering Committee (ICSC) was formed in early 2016 to work with the city's vision consultant (HDR) to develop a vision and action plan framework, identify opportunities for community involvement, and communicate regular status updates to the City Council. The committee includes:

Penny York, Councilor, Chair	Hal Brauner, Councilor	Bill Glassmire, Councilor
Karisa Boyce	Dan Brown	Susan Capalbo
Kerstin Colón	Brenda Downum	Annabelle Jaramillo
Laura Lahm-Evenson	Jonathan Kurten	Ann Mbacke
Stacy Mellem	Jennifer Moore	Larry Roper
Deborah Rose	Skip Rung	Jacque Schreck
Terri Valiant	Cooper Whitman	

The committee met 10 times in 2016 to develop outreach activities and review background documents and vision drafts. Meetings progressed from general planning work in preparation for vision outreach efforts, through much more detailed vision language development, strategic and action plan scoping and metrics review. This document summarizes the work and recommendations of the ICSC.

COMMUNITY ENGAGEMENT

An important initial component of the Imagine Corvallis 2040 project included engaging the community in meaningful ways. The Imagine Corvallis Steering Committee worked with the project team to provide outreach activities during all phases of the project.

For a list of activities performed throughout the project see Appendix A.

PHASE I - Foundation Building

During the foundation building phase, project team members conducted interviews and small group discussions with people representing a range of community groups and organizations. The intent of the initial round of discussions was to learn about community interests and challenges, and to gain insight into different communities and organizations whose engagement would be beneficial throughout the visioning process. These discussions were held with representatives and affiliates of more than a dozen civic organizations and businesses.

The Imagine Corvallis Steering Committee also served as a conduit of information to and from additional organizations and groups to raise awareness about the project and gather input to help develop the framework for the project.

The group agreed on six areas to focus the community vision conversations. These were developed to represent the whole community and issues relevant to it. These focus areas include:

How We Engage & Support – Involvement, Equity & Diversity

How We Learn & Thrive – Education, Health & Human Services & Personal Growth

How We Innovate & Prosper – Economy, Employment & Innovation

How We Create & Celebrate – Arts, Culture & Creativity

How We Plan & Change – Housing, Development & Livability

How We Steward & Sustain – Environment, Sustainability & Community Safety

PHASE II – Vision and Development

The vision development and refinement phase was the longest phase of the project. It included numerous community engagement activities and monthly steering committee meetings. Understanding that not everyone engages in the same way, the project team took a diversified approach to community outreach throughout vision development. To that end, the ICSC worked with the project team to identify key groups and organizations to involve in the visioning process, and offered a range of community engagement opportunities (see Appendix B).

Visioning workshops held at the beginning of the vision development phase established a foundation for the project. ICSC members co-sponsored three visioning workshops with the city in March 2016. Each workshop focused on two of the vision focus areas and took participants through small and large group discussions around five key questions.

1. What do you most appreciate about Corvallis?
2. What is the biggest challenge for Corvallis now or in the future?
3. What is your vision for the future of Corvallis?
4. What is one strategy for achieving your vision?
5. How would you know your vision was being accomplished?

The questions led participants through a visioning exercise that generated ideas about where the community wants to be 20-30 years from now.

The city and ICSC reached out to local organizations with an inherent interest in at least one of the vision focus areas to co-sponsor workshops. With the support of community co-sponsors, ICSC members, and local volunteers, the workshops were well supported and drew high participation. ICSC members ensured that materials were translated into Spanish and that translation services were available at public workshops. Cumulatively, more than 300 community members attended the workshops and provided input to the Corvallis vision. Workshop dates and themes were as follows:

Workshop #1 Saturday, March 5, 2016 from 1 p.m. to 4 p.m.

Lincoln Elementary School, 110 SE Alexander Ave.

HOW WE ENGAGE & SUPPORT – *Involvement, Equity & Diversity*

HOW WE INNOVATE & PROSPER – *Economy, Employment & Innovation*

Workshop #2 Saturday, March 12, 2016 from 10 a.m. to 1 p.m.

Linus Pauling Middle School, 1111 NW Cleveland Ave.

HOW WE LEARN & THRIVE – *Education, Health & Human Services & Personal Growth*

HOW WE CREATE & CELEBRATE – *Arts, Culture & Creativity*

Workshop #3 Saturday, March 19, 2016 from 10 a.m. to 1 p.m.

Boys & Girls Club of Corvallis, 1112 NW Circle Blvd.

HOW WE PLAN & CHANGE – *Housing, Development & Livability*

HOW WE STEWARD & SUSTAIN – *Environment, Sustainability & Community Safety*

ICSC committee members showed a tremendous commitment to inclusivity throughout the visioning process by volunteering their time to connect with diverse local groups and demographics. Traditional public involvement methods can fall short of encompassing a broad range of voices. Whether it was hosting a booth at a local farmers' market, having a small group discussion with the League of Women Voters, or handing out translated project information at Casa Latinos Unidos, the ICSC remained dedicated to creating a vision that reflected diverse community input.

Activities included:

- Booth tabling at community events
- Presentations for committees, interest groups, and organizations
- Small group discussions
- Distributing project information via email, posting on local bulletin boards, social media, and handouts at local organizations and businesses

The list of completed activities performed can be found in Appendix A

Online Engagement

People often don't have the time or resources to engage in local activities. That's why an online option to provide input can sometimes see the highest results. For Imagine Corvallis 2040, online outreach paid off. The project team launched two online surveys, working to promote them in the community and later helping to review the results. The surveys included:

Vision Development Survey – allowed people to submit online comments about the five key questions asked at the community workshops (see *Community Workshops* section above)

Vision Vetting Survey – allowed people to review the draft vision statements, make additional comments and provide suggested initiatives to accomplish the vision statements.

With the help of ICSC promotion efforts, the first survey received a remarkable 889 responses. The second survey surpassed the first by receiving 983 responses. The number of survey responses can be directly attributed to the steering committee's dedication to spreading awareness through a variety of community networks.

2. Vision Development

With the extensive public input mentioned above, the Steering Committee worked with the project team to develop and review several drafts of the focus area vision statements. The committee also worked to summarize key points of each focus area for a Vision Overview draft, which also went through a thorough review and refinement process. The final recommended community vision is included below, followed by the vision statements for each focus area.

Our Vision for Corvallis in 2040...

Corvallis supports and engages a changing population in a welcoming community... that accommodates all income and cultural groups, advances the well-being of all residents, emphasizes open, transparent, accessible government, plans for stable financing of long-term city needs, and promotes collaborative City/University relationships in all aspects of community life.

Corvallis connects health care, education, and human services... supporting a healthy, educated, accessible community with a high level of well-being; enhanced understanding of cultural differences; and an environment of learning, engagement and achievement.

Corvallis has a robust, diversified economy supporting good jobs and a livable community... with a wide range of small and medium-sized businesses that are environmentally responsible and involved in the community, including innovative new companies serving local and global markets.

Corvallis cultivates an identity centered on arts, culture, recreation and celebration... where the arts and recreation are essential parts of the community's economy, quality of life and sense of place. Arts, cultural experiences, and recreational opportunities benefit from exceptional community support, are accessible to all community members, and make the city a regional destination.

Corvallis is a compact, well-planned, livable city... with a vibrant downtown and commercial centers that blend employment, retail and housing; stable, healthy neighborhoods; a diverse mix of affordable housing; and a network of parks and green spaces, all connected by transit, biking and walking.

Corvallis is a safe, sustainable, resilient, small city... that maintains the community's safety and security, protects its natural environment, addresses a changing climate, and prepares for emergencies with special attention paid to its most vulnerable populations.

Engage & Support Focus Area

Corvallis cultivates and engages a diverse and changing population emphasizing interculturally effective, inclusive and equitable programs and services.

Well-Being & Basic Needs

Corvallis advances the well-being of all of its residents, especially those with fewer resources, by addressing basic needs for food, shelter, safety, and health care.

Community Affordability

Corvallis accommodates all income groups as integral parts of the community and ensures that people who work in Corvallis can afford to live here.

Open & Transparent Local Government

Corvallis emphasizes open, accessible, and transparent government, fostering meaningful public involvement and volunteerism, an informed and engaged population, and community members who are empowered to participate in governance and decision-making.

Safe, Secure & Welcoming Community

Corvallis is a safe, secure, and welcoming community for everyone, promoting respectful relations and collaboration between community members and those providing public safety services.

Strong, Vital Neighborhoods

Corvallis promotes strong, vital neighborhoods, supporting neighborhood-centered activities and involving neighborhoods in how the community grows and develops.

Collaborative City/University Relationships

Corvallis promotes positive and collaborative City/University relationships in all aspects of community life.

Core Community Values

Decisions made in Corvallis honor and take into consideration the Corvallis 2040 Vision and Community Plan.

City Services & Financial Stability

Corvallis balances the community's desire for services with financial stability and planning for long-term needs and contingencies through a transparent public process.

Learn & Thrive Focus Area

Corvallis recognizes and strengthens the connections among education, health care, human services, and personal wellness to support a healthy, educated, livable community.

Equitable, Accessible Health Care and Education

Corvallis creates new opportunities for learning and growth, accessibility and engagement, and support and inclusion. This results in high-level individual and community well-being. Community members contribute to and benefit from the resources needed to thrive.

Education & Diversity

Corvallis promotes ongoing education, communication, and enhanced understanding of cultural differences, welcoming and empowering people of diverse backgrounds, cultures, and abilities.

Pathways for Student Achievement

Corvallis promotes student achievement in learning, careers and life, recognizing and supporting the growing diversity of pathways to and definitions of personal and career success.

Opportunities for Teaching & Learning

Corvallis promotes depth and breadth of teaching and learning from early childhood to adulthood through its schools, libraries, and other centers of community learning.

Culture of Learning, Engagement & Achievement

Corvallis values education, leveraging the presence of Oregon State University and Linn- Benton Community College to foster a culture of learning, engagement, and achievement.

Access to Healthy Lifestyles

Corvallis provides access for all to healthy food, water, and recreational opportunities for a healthy and active lifestyle.

Access to Healthcare Services

Corvallis is home to a well-coordinated and affordable system for medical, dental, and mental health care.

Community Partnership for Human Services

Corvallis ensures access to human services through a strong and collaborative partnership of nonprofit agencies, government, and local organizations to provide emergency and preventive services.

Innovate & Prosper Focus Area

Corvallis has a vibrant, diverse economy with a wide range of companies and businesses that are environmentally responsible and involved in the community while serving customers all over the world.

Family & Living Wage Jobs

Corvallis has sufficient availability and variety of family and living wage jobs that provide meaningful work and earning opportunities that make housing, health care, and education attainable.

Nurturing Small-to-Medium Sized Business

Corvallis fosters and supports a growing number of small-to-medium sized, locally-owned companies and businesses as its key strength. These organizations are important to the community's economy and its future economic growth.

Recruitment of New Companies & Job Creation

Corvallis targets and supports responsible new companies, including green manufacturing and value-added businesses, diversifying the community's economic base and creating new employment opportunities.

Innovative Tech Businesses & Start-Ups

Corvallis and Oregon State University work closely together to incubate innovative technology and other start-up companies and the local services that support them.

Vibrant Downtown with Employment, Retail & Housing

Corvallis supports its economy and local businesses with a vibrant downtown that combines employment, professional services, retail, housing, and entertainment to form an attractive, business-friendly district.

Balanced Economic Growth with Livability

Corvallis carefully balances economic growth and opportunity with continued community livability, sustainability, and protection of the natural environment.

Global Economic Impacts & Local Benefits

Corvallis has significant connections with and positive impacts on the global economy, attracting industry, talent, and services and connecting them with the scholarship, research, and cultural diversity that OSU brings to the community.

Create & Celebrate Focus Area

Corvallis has a strong identity centered on arts, culture, recreation and celebration. The arts are an essential element of the community, its economy, and quality of life.

Community Support for the Arts & Artisans

Corvallis demonstrates strong community support for arts and culture, as well as for local artisans and creatives.

Variety of Arts and Entertainment Venues

Corvallis enjoys a wide variety of venues to engage in the arts, from performance centers, museums, and galleries, to affordable community spaces for people to learn, create, and express themselves.

Accessibility of Arts

Corvallis works to make the learning and experience of art and culture a life-long endeavor accessible to all community members through resources including higher education institutions, schools, community institutions, and arts and cultural organizations.

Creative Destination

Corvallis is a destination for the Willamette Valley and beyond, attracting artists and creative thinkers, supporting local businesses, and generating significant tourism investment in the community, its artists, and its economy.

Tourism and Visitor Attractions

Corvallis attracts visitors to sports and cultural events, signature community events, and heritage programs.

Celebrating Our History & Culture

Corvallis cultivates and celebrates its history and local sense of place through its arts, culture, historic preservation, festivals, neighborhood celebrations, and events.

Natural Surroundings

The Corvallis community celebrates its geographical location in the heart of the Willamette Valley and on the banks of the Willamette River. Community members appreciate their natural surroundings, interacting with the river, mountains, and open spaces for recreation while being careful stewards of the environment.

Plan & Change Focus Area

Corvallis is a compact, well-planned city with extensive mixed-use development, including housing, retail and jobs in downtown and along major corridors. Vibrant neighborhoods contain a diverse mix of affordable housing, parks and open spaces – all accessible by transit, biking and walking.

Mixed Use Development

Corvallis plans and implements higher-density, mixed use development in targeted areas of the city, blending residential, commercial, and retail uses, and dining and entertainment options, focused on the downtown area and major commercial centers.

Integrated Parks, Green Spaces & Public Places

Corvallis integrates parks and public spaces throughout the city, creating and maintaining new parks in underserved areas of the community and promoting new green spaces in higher-density development and redevelopment areas.

Diverse & Affordable Housing

Corvallis fosters the development of housing that is affordable at all stages of life, featuring a range of housing types, sizes, costs, and configurations throughout the city.

Stable, Healthy Neighborhoods

Corvallis honors its neighborhood character, working to preserve and protect the unique identity and characteristics of existing neighborhoods. New residential development incorporates elements that foster neighborhood qualities.

Alternative Transportation & Public Transit

Corvallis has a high quality and heavily-utilized regional public transit system, and supports alternative forms of transportation including bicycle and pedestrian options.

Coordinated City & University Planning

Corvallis works closely with Oregon State University to improve community livability, minimize its impacts on neighborhoods, mitigate parking and traffic issues, and improve collaboration between the City and University.

Well-Planned & Maintained Infrastructure

Corvallis supports a reliable, safe, and connected community through well-planned, maintained, and sustainable infrastructure, including streets and bridges, pedestrian and bicycle networks, water systems, information technology, energy systems, and public buildings.

Steward & Sustain Focus Area

Corvallis promotes a safe, sustainable and resilient city through efficiently managing its land use development, natural resources and infrastructure.

Sustainable City

Corvallis is an environmentally sustainable city, with broad community awareness and a climate action plan that addresses the many impacts of climate change.

Population Changes and Migration

Corvallis addresses growth driven by climate change and migrations, while it builds resilience into its plans and policies.

Community Resiliency

Corvallis plans for unpredictable events, focusing on individual and neighborhood preparedness, as well as emergency response and recovery programs with special attention to the community's most vulnerable populations.

Open Spaces, Natural Areas & Wetland Protection

Corvallis works to preserve and protect significant tracts of open space, including parks, natural areas, and wetlands within and surrounding the city, maintaining the area's rural feel, natural vegetation, and environmental character.

Agricultural Lands & Food Security

Corvallis supports healthy and sustainable agricultural and food security by preserving and protecting farmlands surrounding the city and encouraging small-scale agriculture.

Renewable Energy

Corvallis derives most of its energy from renewable energy sources to power its public and private buildings, infrastructure, transportation systems, and homes.

Green & Sustainable University

Corvallis works collaboratively with Oregon State University to plan and implement a green, sustainable campus with a light environmental footprint.

Community Safety

Corvallis maintains safety and livability for all residents and visitors by providing community-focused, effective and high-quality police, fire, Emergency Medical Services, corrections, and emergency dispatch services that meet or exceed professional standards.

3. Community Action Plan Development

Initial Community Action Plan development overlapped with Phase 2, utilizing information gained from the second survey and targeted engagement activities to gather suggestions for potential initiatives the community might take to accomplish its vision. During the last two months of the project, the Steering Committee worked to refine and prioritize suggested initiatives gathered from the community during the vision development phase. These will be used as a launching point for more detailed conversations with potential partners who can lead or support activities that will move Corvallis toward its vision.

The action planning phase concluded with a publication of the vision and a draft of some potential initiatives for the community to review at the OSU Community Fair and the Corvallis Fall Festival. With its review and discussions of potential actions, the ICSC refined a framework for further action planning with lead partners. The framework includes:

- The Vision
- Objectives identified to reach the Vision
- Specific initiatives the community can undertake to accomplish each objective

Listed with each initiative would be:

- The lead partner
- Supporting partner or partners (if any)
- The anticipated timeline

An example is included on the next page:

PLAN & CHANGE

Corvallis is a compact, well-planned city with extensive mixed-use development, including housing, retail and jobs in downtown and along major corridors. Vibrant neighborhoods contain a diverse mix of affordable housing, parks and open spaces – all accessible by transit, biking and walking.

P&C OBJECTIVE 4. Stable, Healthy Neighborhoods

Maintain Corvallis's neighborhood character by preserving and protecting the unique identity and characteristics of existing neighborhoods and fostering neighborhood qualities in new residential development.

INITIATIVES	LEAD PARTNER	SUPPORTING PARTNER(S)	Year 1	1-3 years	5-10 years	Longer
4.1 Implement a system of streets that favor non-motorized transportation modes, such as “bike boulevards”, “green streets”, or “healthy streets”. Start with the Safe Routes to Schools program.						
4.2 Use South Corvallis as pilot neighborhood for complete communities with close access to grocery, transit, pathway connections, etc.						
4.3 Create zoning for homes that are affordable and attractive for middle-income families with a community feel (playground, open green areas, access to safe routes for a variety of transportation modes)						

KEY: • Initiated → Ongoing ☒ Complete

4. Evaluation Metrics

The ICSC worked with the project team to review and establish possible metrics to evaluate initiatives and vision progress. It is expected that these metrics will be the foundation for evaluating progress, with options to reduce, expand, or refine them over the first several evaluation periods. The metrics include several indicators for each focus area. Each indicator is intended to:

- Gauge progress toward a desired result or outcome
- Be understandable and transparent to most people
- Evaluate multiple objectives

The data for each indicator should be:

- Affordable and straightforward to gather
- Produced by a trusted source
- Available consistently over time to produce a trend
- Available region-wide, but also able to be disaggregated to local areas for comparisons and mapping

The indicators are included as Appendix C.

5. Recommendations

The ICSC recommends the Council adopt the Vision Overview and focus area Vision Statements. Moving forward, the ICSC recommends establishing a process to develop and organize strategies and specific initiatives into a Community Action Plan using the framework established by the ICSC. That effort would include coordinating with lead and supporting partners to pair specific initiatives with the Vision objectives within a Community Action Plan to achieve the goals of the Vision .

Once this is in place, we recommend establishing a long-term implementation group that would gather and coordinate initiatives and track progress in each of the six focus areas, using established metrics. The group would suggest adjustments to existing initiatives, or new initiatives based on progress to date and evaluation of the metrics. The implementation group would also serve as a liaison to the community on the Vision and Community Action Plan, and report to the community on an established, regular basis. This group should include individuals with knowledge or background in the specific focus areas, action plan partners, and members of the community at large.

Imagine Corvallis 2040 Outreach Activities

Date	Organization	Activity
Nov-16	SURJ, Community Alliance for Diversity, OSU Extension, Racial Justice Coalition, Corvallis Sustainability Coalition, NAACP	Small Group Discussion
Dec-15	Kiwanis Club	Stakeholder Interview
	OSU	Stakeholder Interview
	Chamber of Commerce	Stakeholder Interview
	School District	Stakeholder Interview
	Corvallis Sustainability Coalition	Stakeholder Interview
	Hispanic Community Representative (affiliations include Linn-Benton Health Equity Alliance, Hispanic Advisory Committee, Linn-Benton Health Department, Club C, OLU, Community Involvement and Diversity Advisory Board)	Stakeholder Interview
	Samaritan Health	Stakeholder Interview
	Arts and Culture Advisory Board and The Arts Center	Stakeholder Interview
	Friends of Corvallis Parks and Recreation and City Club affiliate	Stakeholder Interview
	Community Member at Large (affiliations include local Neighborhood Association and Community Policing Forum)	Stakeholder Interview
Mar-16	IC2040 Community Workshop 1	Public community workshop held at Lincoln Elementary School
	IC2040 Community Workshop 2	Public community workshop held at Linus Pauling Middle School
	IC2040 Community Workshop 3	Public community workshop held at Boys & Girls Club of Corvallis
	Local 501 Service Agencies	Project awareness and ways to provide input shared through United Way Partners (listserv)
	Racial Justice Coalition	Outreach and invitation to all workshops Updates on 2040 status and reminders of deadline for survey entries (this list goes out to over 12 individual organizations)
	Unitarian Universalist- List Serve	Outreach invitation to all workshops (this list went out to over 600 community individuals)
	Racial Justice Coalition	Outreach and invitation to all workshops Updates on 2040 status and reminders of deadline for survey entries. This list goes out to over 12 individual organizations.
	Racial Justice Coalition	Outreach and invitation to all workshops Updates on 2040 status and reminders of deadline for survey entries. This list goes out to over 12 individual organizations.
	Mr. & Mrs. Spartan - Corvallis High	Sent email about sharing information to leadership coordinator
	The Newman Center OSU	Sent email about sharing information to Youth Minister
	IC2040 Stakeholder List	Project awareness and survey promotion.
Apr-16	Arts Walk	Passed out business cards with survey link and emailed information to their distribution list.
	Benton County Cultural Coalition Board	Discussed project in person and provided online survey information.
	Benton County Public Health Department	Forwarding the Imagine Corvallis 2040 survey announcement to our full list of advisory groups, coalitions, collaborators as well as the 250 or so folks who have participated in community health improvement plan workgroups.
	Benton Hospice Service	Sent to Kelly Beard; Kelly to share with staff.
	Corvallis Clinic	Asked Judy Corwin to provide ideas on how we might reach out to the Corvallis Clinic employees or other individuals involved in health care.
	Corvallis Parks and Rec Office	Posted flyers at location.
	Corvallis School District - All Staff Communique	Included info/survey in Corvallis School District all staff communique
	Corvallis School District - Facebook Page	Distributed survey link on Facebook page
	Corvallis School District - List Servs	Sent to Corvallis School District- school list servs (13 schools)
	Corvallis Youth Symphony	Provided online survey information.
	First Alternative Co-Op	Article about project in member newsletter. Online and in print. Approximately 10,000 members. Also posted flyers at location.
	Foundry	Passed out business cards with survey link and emailed information to their distribution list.
	Friends of the Library Board	Discussed project in person and provided online survey information.
	Good Samaritan Health (Jeff Larson)	Phone conference with Jeff Larson. He is working with Julie Manning's marketing organization to put an article on the visioning process in the employee electronic
	Heart of the Valley Childrens' Choir	Provided online survey information.
	Leadership Corvallis	Sent informaion to current class members and alumni
	Library Foundation Board	Discussed project in person and provided online survey information.
	Library 's Random Review Program	Survey flyers provided at April 13th event.
	Local Neighborhood	Shared info/survey with my neighborhood e-mail list (40 households in NW Corvallis)
	Madison Avenue Collective	Sent links to online survey and project info to contact database.

Apr-16	Mari's Place - Community Outreach	Provided information to Director of Mari's Place, Bonnie Stutzman. Encouraged her to share it with the community outreach team.
	N/A	Speaking with neighbors and acquaintances, probably 20-25 in total regarding the Imagine Corvallis project, including links to the website and forms.
	Osborne Aquatic Center	Posted flyers at location.
	OSU - MU	Distributed business cards with survey link at MU
	OSU CoB	Survey distribution to email list
	OSU Student Experience Center	Distributed business cards with survey link at Student Experience Center
	Personal Facebook Page	Shared info/survey with my FB Friends
	Public Health Department Foyer	Sent information to Tatiana Dierwechter and Public Information Officer. Asked for feedback on whether brochures could be left in lobby or other ideas to
	Samaritan Health Plans / iHNCO Distribution Network (Kelley Kaiser)	Kelley will take the information on the vision survey link to the community advisory group and send a message out to their listserv for Intercommunity Health Network Coordinated Care Organization.
	Timberhill Athletic Club	Posted flyer and put stack of flyers in brochure rack.
	Timberhill Homeowner's Association Board	Sent survey flyer to Jen Akeroyd and asked to distribute to board and homeowners.
	Willamette Innovator's Network	Survey distribution to email list
	Lincoln Elementary School PTA	Presentation and survey link handouts
	Lincoln PTA Meeting	Provided project overview presentation and passed out project information and survey flyers
	OSU Black Cultural Center	Discussion and survey link and handouts
	China Buffet	Outreach and survey link/handouts (in-person)
	Hispanic Advisory Committee	Email invitation to present a mini-workshop.
	OSU Spirit Life @OSU	Shared information about the survey and 2040 Vision
	Student Leadership & Involvement	Sent email about sharing information to contact on web page
	Corvallis Chamber of Commerce	Mini IC2050 Workshops
	Club-C	Email reminder of mini workshop.
	NY Bagels	Outreach and survey link/handouts (in-person)
	Saturday Market	Project Booth - project information and survey distribution
	Wilamette Neighborhood Housing	Presentation/discussion at community forum
	Mom's weekend at OSU	Handing out survey flyers
	Racial Justice Coalition	Outreach and invitation to all workshops
	Saturday Market	Updates on 2040 status and reminders of deadline for survey entries. This list
May-16	C-Club/Casa Latinos	Project Booth - project information and survey distribution
	NAACP	Presentation/mini workshop. This workshop was held at the Multicultural Literacy Center.
	C-Club/Casa Latinos	Updates and reminder of survey and next steps. This was during the scheduled meeting.
	IC2040 Stakeholder List	Discussion of 2040 and survey distribution/gathering. This discussion was held at the Multicultural Literacy Center.
	City Club Public Forum	Email notification promoting City Club event
Jun-16	Corvallis Clinic	Public forum and discussion around the vision project.
	Corvallis Youth Symphony	Project awareness and survey promotion
	Willamette Innovator's Network	Project awareness and survey promotion through organizations distribution list
	First Alternative Co-Op	Project awareness and survey promotion
	IC2040 Stakeholder List	Project awareness and survey promotion
	Corvallis Sustainability Coalition	Email notification - project awareness and promoting draft vision survey
Jul-16	Benton County Cultural Coalition Board	Project awareness and survey promotion
	Benton County Public Health Department	Project awareness and survey promotion
	Benton Hospice Service	Project awareness and survey promotion
	Corvallis Chamber of Commerce	Project awareness and survey promotion through organizations email newsletter
	Friends of the Library Board	Project awareness and survey promotion
	Good Samaritan Health	Project awareness and survey promotion
	Leadership Corvallis	Project awareness and survey promotion
	Library Foundation Board	Project awareness and survey promotion
	League of Women Voters	Project awareness and survey promotion
	Mari's Place - Community Outreach	Small group discussion
	Samaritan Health Plans / iHNCO Distribution Network	Project awareness and survey promotion
	Timberhill Homeowner's Association Board	Project awareness and survey promotion
	Library Advisory Board	Project awareness and survey promotion
	Watershed Management Advisory Board	Project awareness and survey promotion
	Personal Email Contacts List	Project awareness and survey promotion

	Parks, Natural Areas and Recreation Advisory Board (PNARAB)	Committee Discussion and Action Recommendations
Jun/Jul/Aug	Arts Walk	Project awareness and survey promotion
	Casa Latinos Unidos / Club C	Project awareness and survey promotion
	Corvallis School District - All Staff Communique	Project awareness and survey promotion
	Corvallis School District - Facebook Page	Project awareness and survey promotion
	Corvallis School District - List Servs	Project awareness and survey promotion
	Foundry	Project awareness and survey promotion
	Heart of the Valley Childrens' Choir	Project awareness and survey promotion
	Hispanic Advisory Committee	Project awareness and survey promotion
	Library 's Random Review Program	Project awareness and survey promotion
	Madison Avenue Collective	Project awareness and survey promotion
	NAACP	Project awareness and survey promotion
	OSU Black Cultural Center	Project awareness and survey promotion
	OSU Spirit Life @OSU	Project awareness and survey promotion
	Public Health Department Foyer	Project awareness and survey promotion
	Timberhill Athletic Club	Project awareness and survey promotion
	Unitarian Universalist- List Serve	Project awareness and survey promotion
	Wilamette Neighborhood Housing	Project awareness and survey promotion
	Local 501 Service Agencies	Project awareness and survey promotion
	OSU College of Business	Project awareness and survey promotion
	Next Door Neighborhoods - Social Media Site	Project awareness and survey promotion
	Economic Vitality Partnership	Project awareness and survey promotion
Aug-16	League of Women Voters	Small Group Discussion
Sep-16	OSU Community Fair	Project booth - vision and actions review activities
	Corvallis Fall Festival	Project booth - vision and actions review activities

MEMO

Meeting:	Imagine Corvallis 2040 Steering Committee Meeting
Date:	Tuesday, February 23, 2016
Project:	Imagine Corvallis 2040
Subject:	Potential Focus Area Interest Groups

FOCUS AREA						
	How We Learn and Thrive	How We Innovate and Prosper	How We Plan and Change	How We Create and Celebrate	How We Steward and Sustain	How We Engage and Support
POTENTIAL FOCUS AREA INTEREST GROUPS	Corvallis School District	Chamber of Commerce	Corvallis Planning Commission	The Arts Center	Sustainability Coalition	NAACP
	Benton County Health Department	Community Independent Business Association (CIBA)	Corvallis Community Development Commission	Arts and Culture Advisory Board	Climate Action Task Force	SURJ
	BCHD Health Navigation Program	Downtown Corvallis Association (DCA)	Corvallis Housing Commission	Historical Society	Community Garden	Multicultural Center
	Linn-Benton Community College	Regional Accelerator and Innovation Network (RAIN) (Same as Accelerator Program)	OSU	Visit Corvallis	Environmental Center	Community Alliance for Diversity
	County Youth Commission	City Economic Development Dept.	Parks and Rec Department (PNARB)	Benton-County Cultural Coalition	Police/Fire/Community Policing	King Legacy
	United Way	Corvallis Benton County Economic Development Department	Neighborhood Associations	Majestic Theatre	Willamette Criminal Justice Council	Casa Latinos Unidos (Club C)
	Early Learning Hub	OSU Research Group - Accelerator Program (Also known as RAIN)	League of Women Voters	Gazette Times	Benton County Emergency Management	Organizaciones Latinas Unidas (OLU)
	Good Samaritan Hospital-Corvallis	OSU Extension	Citizens for a Livable Corvallis	Multicultural Center	OSU Extension	Hispanic Advisory Committee
	Private Schools	Farmers Market	Corvallis Area Metro Planning Org. (CAMPO)	Madison Avenue Task Force	Green Belt Land Trust	City Club

	Corvallis Community Homeschool Network	ONAMI	Willamette Neighborhood Housing Services	King Legacy	Marys' River Watershed Council	Racial Justice Coalition
	Linn-Benton Health Equity Alliance	OSU	Habitat for Humanity	Casa Latinos Unidos	National Guard	League of Women Voters
	OSU/OSU-Extension		Green Belt Land Trust	Da Vinci Days / Fall Festival	Homeless Services	Senior Center
	Benton Hospice		Corvallis Housing First	Friends of the Library	Cascadia Seismic Initiative	Boys and Girls Club
	Parks and Recreation After School Programs / Friends of PR			Benton County Fairgrounds	Community Policing Forum	Faith Community - Love, Inc.
	Sports Events			MEChA OSU		Jackson Street Youth Services
	Food Bank Services					OSU Extension
	Kiwanis (Sun Risers)					Leadership Corvallis
	CASA Voices for Children					OSU Student Organizations

Recommended Vision Indicators										Notes
Focus Area	Indicator	Indicator definition	Source	How far back does the data go?	Frequency of data availability	Most current year	Geography	Comparator	Disaggregation	
Innovate & Prosper	Adult Education Levels +	Percentage of adults, age 25 years and over, by educational attainment.	US Census, American Community Survey, Table B15003	2005-2009	Annual	2010-2014	City of Corvallis	Comparator Cities	None	Bar Chart
Learn & Thrive	Adult Education Levels +	Percentage of adults, age 25 years and over, by educational attainment.	US Census, American Community Survey, Table B15003	2005-2009	Annual	2010-2014	City of Corvallis	Comparator Cities	None	Bar Chart
Innovate & Prosper	Advanced Industries	Employment in advanced industries.	US Census, Quarterly Workforce Indicators	2000	Annual	2014	Corvallis MSA	N/A	None	Line Chart
Steward & Sustain	Alternative Energy	Solar electric generation.	City of Corvallis		Monthly	2016	City of Corvallis	N/A	Generation site	Line Chart
Create & Celebrate	Artists Wages	Wage distribution and employment numbers for artists.	Bureau of Labor Statistics, Occupational E	2004	Annual	2014	City of Corvallis	Comparator Cities	None	Bar Chart
Plan & Change	Bike Friendly City +	Percentage of collector and arterial roadways with bike lanes; miles of multi-use paths.	City of Corvallis	TBD	Annual	2016	City of Corvallis	N/A	None	Line Chart
Steward & Sustain	Bike Friendly City +	Percentage of collector and arterial roadways with bike lanes; miles of multi-use paths.	City of Corvallis	TBD	Annual	2016	City of Corvallis	N/A	None	Line Chart
Innovate & Prosper	Business Owners	Business owners.	US Census, Survey of Business Owners	2007	5 years	2012	Corvallis MSA	Comparator Cities	Race/Hispanic Origin; Veteran Status	Line Chart
Engage & Support	CERT Volunteers	Number of trained SEERT volunteers.	Benton County Emergency Management	2011	Annual	2015	Benton County	N/A	N/A	Line Chart
Engage & Support	Community Involvement	Percentage of residents who strongly agree everyone in Corvallis is allowe	Corvallis Neighborhood Livability Survey	N/A	TBD	N/A	City of Corvallis	N/A	Race & Hispanic Origin; Age; Gender;	Bar Chart
Innovate & Prosper	Crime Rate	Rate of violent and property crime per 100,000 population.	Oregon State Police	2010	Annual	2014	City of Corvallis	Comparator Cities	None	Line Chart
Innovate & Prosper	Employment by Sector	Total number of jobs, by sector.	Oregon Employment Department, Current Employer Statistics	2001	Annual	2015	Corvallis MSA	N/A	None	Line Chart
Create & Celebrate	Employment in the Arts	Number of jobs in arts occupations.	Bureau of Labor Statistics, Occupational Employment Statistics Wage Survey	2005	Annual	2014	City of Corvallis	Comparator Cities	None	Line Chart
Steward & Sustain	Farmland	Acres of farmland; size of farms.	US Census of Agriculture, Table 8	2007	5 years	2012	Benton County	N/A	N/A	Bar Chart
Engage & Support	Government Transparency +	Percentage of residents who report being very satisfied with the transparency of city government.	Corvallis Neighborhood Livability Survey	N/A	TBD	N/A	City of Corvallis	N/A	Race & Hispanic Origin; Age; Gender;	Bar Chart

Recommended Vision Indicators										
Focus Area	Indicator	Indicator definition	Source	How far back does the data go?	Frequency of data availability	Most current year	Geography	Comparator	Disaggregation	Visualization Suggestion
Plan & Change	Government Transparency +	Percentage of residents who report being very satisfied with the transparency of city government.	Corvallis Neighborhood Livability Survey	N/A	TBD	N/A	City of Corvallis	N/A	Race & Hispanic Origin; Age; Gender;	Bar Chart
Steward & Sustain	Greenhouse Gas	Total greenhouse gas emissions; percentage of total greenhouse gas emissions, by source.	Corvallis Climate Action Plan	2014	TBD	2014	City of Corvallis	N/A	N/A	Bar Chart
Learn & Thrive	Health Factors	County ranking of health factors.	University of Wisconsin Health Institute*	2011	Annual	2016	Benton County	All Oregon Counties	N/A	Bar Chart
Learn & Thrive	Health Outcomes	County ranking of health outcomes.	University of Wisconsin Health Institute*	2011	Annual	2016	Benton County	All Oregon Counties	N/A	Bar Chart
Learn & Thrive	High School Graduation Rate	Four year cohort graduation rate.	Oregon Department of Education	2008 - 2009 school year	Annual	2014 - 2015	Corvallis School District	State of Oregon	Race & Hispanic Origin; English Language	Bar Chart; Line Chart
Engage & Support	Homelessness	Rate of persons experiencing homelessness per 10,000 population; persons experiencing homelessness by age.	Oregon Point in time Homelessness Counts	2009	4 years	2015	Benton County	N/A	Age	Bar Chart
Engage & Support	Housing Cost Burden +	Share of households paying 30 percent or more of their income on housing.	US Census, American Community Survey, Table DP04	2005-2009	Annual	2010-2014	City of Corvallis	Comparator Cities	Tenure	Bar Chart
Plan & Change	Housing Cost Burden +	Share of households paying 30 percent or more of their income on housing.	US Census, American Community Survey, Table DP04	2005-2009	Annual	2010-2014	City of Corvallis	Comparator Cities	Tenure	Bar Chart
Engage & Support	Informed Community	Percentage of residents who are very satisfied with the city's efforts to keep Corvallis Neighborhood Livability Survey		N/A	TBD	N/A	City of Corvallis	N/A	Race & Hispanic Origin; Age; Gender; Educational Attainment; Employment Status	Bar Chart
Learn & Thrive	Library Materials Circulation	Total annual circulation of library materials, including renewals, per capita.	Institute of Museum and Library Science	2001	Annual	2014	Corvallis-Benton County	Comparator Cities	None	Line Chart
Learn & Thrive	Library Programing	Number of events and attendance at library events.	Institute of Museum and Library Science	2001	Annual	2014	Corvallis-Benton County	Comparator Cities	Target audience (all, child, young adult)	Line Chart
Learn & Thrive	Lifelong Learning	Non-credit students, by age.	Linn-Benton Community College; Oregon State University	2009 - 2010 school year	Annual	2013 - 2014 school year	N/A	N/A	Age	Line Chart
Engage & Support	OSU & Corvallis +	Level of satisfaction residents feel with Oregon State University.	Corvallis Neighborhood Livability Survey	N/A	TBD	N/A	City of Corvallis	N/A	Race & Hispanic Origin; Age; Gender; Educational Attainment; Employment Status	Bar Chart
Learn & Thrive	OSU & Corvallis +	Level of satisfaction residents feel with Oregon State University.	Corvallis Neighborhood Livability Survey	N/A	TBD	N/A	City of Corvallis	N/A	Race & Hispanic Origin; Age; Gender; Educational Attainment; Employment Status	Bar Chart
Plan & Change	OSU & Corvallis +	Level of satisfaction residents feel with Oregon State University.	Corvallis Neighborhood Livability Survey	N/A	TBD	N/A	City of Corvallis	N/A	Race & Hispanic Origin; Age; Gender; Educational Attainment; Employment Status	Bar Chart
Steward & Sustain	Parkland	Acres of parkland and wetland per capita (public and private).	Parks & Recreation Master Plan, 2010 & 2015	2015	5 years	2010	City of Corvallis	N/A	N/A	Bar Chart
Innovate & Prosper	Perceived Safety	Percentage of residents who feel safe in their neighborhoods and downtown, during the day and at night.	Corvallis Neighborhood Livability Survey	N/A	TBD	N/A	City of Corvallis	N/A	Race & Hispanic Origin; Age; Gender; Educational Attainment; Employment Status	Bar Chart
Engage & Support	Quality City Services	Percentage of residents who report being very satisfied with the quality of city services.	Corvallis Neighborhood Livability Survey	N/A	TBD	N/A	City of Corvallis	N/A	Race & Hispanic Origin; Age; Gender; Educational Attainment; Employment Status	Bar Chart
Engage & Support	Quality Police Service	Percentage of residents who strongly agree the Corvallis Police Department is responsive and treats people with respect.	Corvallis Neighborhood Livability Survey	N/A	TBD	N/A	City of Corvallis	N/A	Race & Hispanic Origin; Age; Gender; Educational Attainment; Employment Status	Bar Chart

Recommended Vision Indicators											
Focus Area	Indicator	Indicator definition	Source	How far back does the data go?	Frequency of data availability	Most current year	Geography	Comparator	Disaggregation	Visualization Suggestion	Notes
Innovate & Prosper	Self-Sufficiency	The annual income needed to meet basic needs without private assistance or public subsidy, by family type.	Center for Women's Welfare; US Census, American Community Survey, Table B19013	2008	3 years	2014	Benton County	N/A	Family Type	Bar Chart	Cannot use county comparisons because comparator cities make up different percentage of county population and some stradle county lines
Innovate & Prosper	Small Businesses	Percentage of businesses by number of employees.	US Census, County Business Patterns, Table CB1400A13	2008	3 years	2014	Corvallis MSA	N/A	Business Size	Bar Chart	
Engage & Support	Supportive Neighborhoods	Percentage of residents who feel their neighborhood is close knit and residents help each other.	Corvallis Neighborhood Livability Survey	N/A	TBD	N/A	City of Corvallis	N/A	Race & Hispanic Origin; Age; Gender; Educational Attainment; Employment Status	Bar Chart	
Create & Celebrate	Tourist spending	Total direct travel spending.	Travel Oregon	1992	Annual	2014	Benton County	N/A	Accommodation type; commodity purchased	Line Chart	Cannot use county comparisons because comparator cities make up different percentage of county population and some stradle county lines
Create & Celebrate	Tourist supported employment	Total direct employment by category	Travel Oregon	1992	Annual	2014	Benton County	N/A	Employment Type	Line Chart	Cannot use county comparisons because comparator cities make up different percentage of county population and some stradle county lines
Steward & Sustain	Travel Time to Work	Percentage of commuters by travel time to work.	US Census, American Community Survey, Table B08303	2005-2009	Annual	2010-2014	City of Corvallis	Comparator Cities	N/A	Bar Chart	
Innovate & Prosper	Unemployment	Percentage of people in the labor force who are unemployed.	Oregon Employment Department	2008-2015	Monthly		Corvallis MSA	Oregon	N/A	Line Chart	
Steward & Sustain	VMT	Annual vehicle miles traveled, per capita.	Texas A&M Transportation Institute, Urban Mobility Report	2015	Annual	2015	City of Corvallis	US Urban Area	N/A	Line Chart	
Engage & Support	Voting	Percentage of registered voters who cast a ballot in local and national elec	Benton County	1996	2 years	2014	Benton County	State of Oregon	None	Line Chart	
Innovate & Prosper	Wage Distribution	Distribution of jobs by wage.	Bureau of Labor Statistics, Occupational Employment Statistics Wage Survey	2005	Annual	2015	Corvallis MSA	N/A	None	Line Chart	Cannot use county comparisons because comparator cities make up different percentage of county population and some stradle county lines

* Health Rankings are based on information form the Oregon Health Authority.
Indicator used in more than one focus area. +
Comparator Cities = Lake Oswego, Tigard, Albany, Springfield, Medford, Bend



Vision



VISION OVERVIEW

Our Vision for Corvallis in 2040...

Corvallis supports and engages a changing population in a welcoming community... that accommodates all income and cultural groups, advances the wellbeing of all residents, emphasizes open, transparent, accessible government, plans for stable financing of long-term city needs, and promotes collaborative City/University relationships in all aspects of community life...

Corvallis connects health care, education, and human services... supporting a healthy, educated, accessible community with a high level of well-being; enhanced understanding of cultural differences; and an environment of learning, engagement and achievement.

Corvallis has a robust, diversified economy supporting good jobs and a livable community... with a wide range of small and medium-sized businesses that are environmentally responsible and involved in the community, including innovative new companies serving local and global markets.

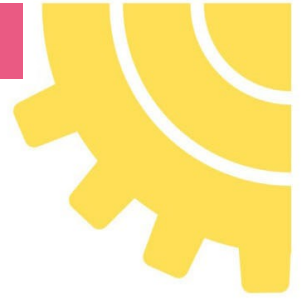
Corvallis cultivates an identity centered on arts, culture, recreation and celebration... where the arts and recreation are essential parts of the community's economy, quality of life and sense of place. Arts, cultural experiences, and recreational opportunities benefit from exceptional community support, are accessible to all community members, and make the city a regional destination.

Corvallis is a compact, well-planned, livable city... with a vibrant downtown and commercial centers that blend employment, retail and housing; stable, healthy neighborhoods; a diverse mix of affordable housing; and a network of parks and green spaces, all connected by transit, biking and walking.

Corvallis is a safe, sustainable, resilient, small city... that maintains the community's safety and security, protects its natural environment, addresses a changing climate, and prepares for emergencies with special attention paid to its most vulnerable populations.







Corvallis cultivates and engages a diverse and changing population emphasizing interculturally effective, inclusive and equitable programs and services.

Well-Being & Basic Needs

Corvallis advances the well-being of all of its residents, especially those with fewer resources, by addressing basic needs for food, shelter, safety, and health care.

Community Affordability

Corvallis accommodates all income groups as integral parts of the community and ensures that people who work in Corvallis can afford to live here.

Open & Transparent Local Government

Corvallis emphasizes open, accessible, and transparent government, fostering meaningful public involvement and volunteerism, an informed and engaged population, and community members who are empowered to participate in governance and decision-making.

Safe, Secure & Welcoming Community

Corvallis is a safe, secure, and welcoming community for everyone, promoting respectful relations and collaboration between community members and those providing public safety services.

Strong, Vital Neighborhoods

Corvallis promotes strong, vital neighborhoods, supporting neighborhood-centered activities and involving neighborhoods in how the community grows and develops.

Collaborative City/University Relationships

Corvallis promotes positive and collaborative City/University relationships in all aspects of community life.

Core Community Values

Decisions made in Corvallis honor and take into consideration the Corvallis 2040 Vision and Community Plan.

City Services & Financial Stability

Corvallis balances the community's desire for services with financial stability and planning for long-term needs and contingencies through a transparent public process.





Corvallis recognizes and strengthens the connections among education, health care, human services, and personal wellness to support a healthy, educated, livable community.

Equitable, Accessible Health Care and Education

Corvallis creates new opportunities for learning and growth, accessibility and engagement, and support and inclusion. This results in high-level individual and community well-being. Community members contribute to and benefit from the resources needed to thrive.

Education & Diversity

Corvallis promotes ongoing education, communication, and enhanced understanding of cultural differences, welcoming and empowering people of diverse backgrounds, cultures, and abilities.

Pathways for Student Achievement

Corvallis promotes student achievement in learning, careers and life, recognizing and supporting the growing diversity of pathways to and definitions of personal and career success.

Opportunities for Teaching & Learning

Corvallis promotes depth and breadth of teaching and learning from early childhood to adulthood through its schools, libraries, and other centers of community learning.

Culture of Learning, Engagement & Achievement

Corvallis values education, leveraging the presence of Oregon State University and Linn-Benton Community College to foster a culture of learning, engagement, and achievement.

Access to Healthy Lifestyles

Corvallis provides access for all to healthy food, water, and recreational opportunities for a healthy and active lifestyle.

Access to Healthcare Services

Corvallis is home to a well-coordinated and affordable system for medical, dental, and mental health care.

Community Partnership for Human Services

Corvallis ensures access to human services through a strong and collaborative partnership of nonprofit agencies, government, and local organizations to provide emergency and preventive services.





Corvallis has a vibrant, diverse economy with a wide range of companies and businesses that are environmentally responsible and involved in the community while serving customers all over the world.

Family & Living Wage Jobs

Corvallis has sufficient availability and variety of family and living wage jobs that provide meaningful work and earning opportunities that make housing, health care, and education attainable.

Nurturing Small-to-Medium Sized Business

Corvallis fosters and supports a growing number of small-to-medium sized, locally-owned companies and businesses as its key strength. These organizations are important to the community's economy and its future economic growth.

Recruitment of New Companies & Job Creation

Corvallis targets and supports responsible new companies, including green manufacturing and value-added businesses, diversifying the community's economic base and creating new employment opportunities.

Innovative Tech Businesses & Start-Ups

Corvallis and Oregon State University work closely together to incubate innovative technology and other start-up companies and the local services that support them.

Vibrant Downtown with Employment, Retail & Housing

Corvallis supports its economy and local businesses with a vibrant downtown that combines employment, professional services, retail, housing, and entertainment to form an attractive, business-friendly district.

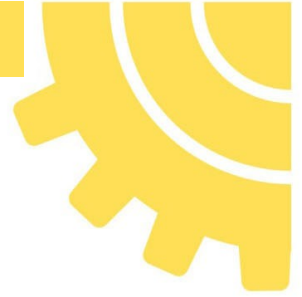
Balanced Economic Growth with Livability

Corvallis carefully balances economic growth and opportunity with continued community livability, sustainability, and protection of the natural environment.

Global Economic Impacts & Local Benefits

Corvallis has significant connections with and positive impacts on the global economy, attracting industry, talent, and services and connecting them with the scholarship, research, and cultural diversity that OSU brings to the community.





Corvallis has a strong identity centered on arts, culture, recreation and celebration. The arts are an essential element of the community, its economy, and quality of life.

Community Support for the Arts & Artisans

Corvallis demonstrates strong community support for arts and culture, as well as for local artisans and creatives.

Variety of Arts and Entertainment Venues

Corvallis enjoys a wide variety of venues to engage in the arts, from performance centers, museums, and galleries, to affordable community spaces for people to learn, create, and express themselves.

Accessibility of Arts

Corvallis works to make the learning and experience of art and culture a life-long endeavor accessible to all community members through resources including higher education institutions, schools, community institutions, and arts and cultural organizations.

Creative Destination

Corvallis is a destination for the Willamette Valley and beyond, attracting artists and creative thinkers, supporting local businesses, and generating significant tourism investment in the community, its artists, and its economy.

Tourism and Visitor Attractions

Corvallis attracts visitors to sports and cultural events, signature community events, and heritage programs.

Celebrating Our History & Culture

Corvallis cultivates and celebrates its history and local sense of place through its arts, culture, historic preservation, festivals, neighborhood celebrations, and events.

Natural Surroundings

The Corvallis community celebrates its geographical location in the heart of the Willamette Valley and on the banks of the Willamette River. Community members appreciate their natural surroundings, interacting with the river, mountains, and open spaces for recreation while being careful stewards of the environment.





Corvallis is a compact, well-planned city with extensive mixed-use development, including housing, retail and jobs in downtown and along major corridors. Vibrant neighborhoods contain a diverse mix of affordable housing, parks and open spaces – all accessible by transit, biking and walking.

Mixed Use Development

Corvallis plans and implements higher-density, mixed use development in targeted areas of the city, blending residential, commercial, and retail uses, and dining and entertainment options, focused on the downtown area and major commercial centers.

Integrated Parks, Green Spaces & Public Places

Corvallis integrates parks and public spaces throughout the city, creating and maintaining new parks in underserved areas of the community and promoting new green spaces in higher-density development and redevelopment areas.

Diverse & Affordable Housing

Corvallis fosters the development of housing that is affordable at all stages of life, featuring a range of housing types, sizes, costs, and configurations throughout the city.

Stable, Healthy Neighborhoods

Corvallis honors its neighborhood character, working to preserve and protect the unique identity and characteristics of existing neighborhoods. New residential development incorporates elements that foster neighborhood qualities.

Alternative Transportation & Public Transit

Corvallis has a high quality and heavily-utilized regional public transit system, and supports alternative forms of transportation including bicycle and pedestrian options.

Coordinated City & University Planning

Corvallis works closely with Oregon State University to improve community livability, minimize its impacts on neighborhoods, mitigate parking and traffic issues, and improve collaboration between the City and University.

Well-Planned & Maintained Infrastructure

Corvallis supports a reliable, safe, and connected community through well-planned, maintained, and sustainable infrastructure, including streets and bridges, pedestrian and bicycle networks, water systems, information technology, energy systems, and public buildings.





Corvallis promotes a safe, sustainable and resilient city through efficiently managing its land use development, natural resources and infrastructure.

Sustainable City

Corvallis is an environmentally sustainable city, with broad community awareness and a climate action plan that addresses the many impacts of climate change.

Population Changes and Migration

Corvallis addresses growth driven by climate change and migrations, while it builds resilience into its plans and policies.

Community Resiliency

Corvallis plans for unpredictable events, focusing on individual and neighborhood preparedness, as well as emergency response and recovery programs with special attention to the community's most vulnerable populations.

Open Spaces, Natural Areas & Wetland Protection

Corvallis works to preserve and protect significant tracts of open space, including parks, natural areas, and wetlands within and surrounding the city, maintaining the area's rural feel, natural vegetation, and environmental character.

Agricultural Lands & Food Security

Corvallis supports healthy and sustainable agricultural and food security by preserving and protecting farmlands surrounding the city and encouraging small-scale agriculture.

Renewable Energy

Corvallis derives most of its energy from renewable energy sources to power its public and private buildings, infrastructure, transportation systems, and homes.

Green & Sustainable University

Corvallis works collaboratively with Oregon State University to plan and implement a green, sustainable campus with a light environmental footprint.

Community Safety

Corvallis maintains safety and livability for all residents and visitors by providing community-focused, effective and high-quality police, fire, Emergency Medical Services, corrections, and emergency dispatch services that meet or exceed professional standards.



DRAFT
CITY OF CORVALLIS
IMAGINE CORVALLIS 2040 STEERING COMMITTEE MINUTES
September 15, 2016

Present

Mayor Biff Traber
Councilor Bill Glassmire
Brenda Downum
Laura Lahm-Evenson
Stacey Mellem
Jennifer Moore
Larry Roper
Deborah Rose
Skip Rung
Jacque Schreck

Absent/Excused

Karisa Boyce
Councilor Hal Brauner
Dan Brown
Kerstin Colón
Susan Capalbo
Jonathan Kurten
Annabelle Jaramillo
Ann Mbacke
Terri Valiant
Cooper Whitman
Councilor Penny York

Staff/Consultants

Mark Shepard, City Manager
Paul Bilotta, CD Director
Sarah Johnson, Senior Planner, Project Manager
Kent Weiss, Housing Division Manager
Doug Zenn, HDR Consulting Team
Liza Morehead, PSU (via phone)
Mark Lindgren, Recorder

SUMMARY OF DISCUSSION

Agenda Item	Information Only	Actions/Recommendations
Introductions & Agenda Review	X	
Final Review of Vision Statements and Draft Big Vision	X	
Review of Community Action Plan Template Sample	X	
Final Recommended Indicators	X	
Steering Committee Report & Recommendation to City Council	X	
Public Comment	X	
Fall Festival	X	
Adjourn		Adjourned at 6:04 p.m.

Attachments to the September 15, 2016 minutes:

A. Doug Zenn, HDR Memo Sept. 9, 2016 RE: ICSC Final Report Decisions

CONTENT OF DISCUSSION:

I. Introductions & Agenda Review

Mayor Biff Traber opened the meeting at 4:03 p.m., stating he was acting as chair today, and would be active in oversight of development of the action plan. Participants introduced themselves.

II. Final Review of Vision Statements & Draft Big Vision

Doug Zenn, of HDR, summarized that anything that needs to be in the final packet needs to be wrapped up at this meeting; that said, we seem to be doing well with all the pieces, and we'll do a final check-in on them today. We need to add goals and objectives for the Fall Festival, and look over the draft final Vision Statement, Big Vision Statement, the one-pager, and Focus Area statements. He displayed the Community Action Plan template, which is ready to turn over to an implementation team; it's a directional document, and is not final. It is partly populated with action items the committee has suggested the last couple meetings. Liza Morehead trimmed down the number of indicators to a handful for each focus area. He said the final report is ready to turn over to the City Council, saying we can incorporate any final adjustments. The primary focus is to reconcile any differences at the next meeting. Mayor Traber noted that the next meeting is actually October 20, not October 13, after the Council has seen it at its October 18 work session, so the committee will then have the Council's feedback.

Mr. Zenn noted there is still public comment and more opportunities to make changes to make it better. The next meeting will take into account Council's comments and public comment. Mayor Traber stated that the October 20 Steering Committee meeting may not be the last committee meeting; the Council may request final changes.

III. Review of Community Action Plan Template Sample

Mr. Zenn highlighted a sample page sent out in the packet, saying that at this point, we can make little changes. The next step is to start engaging partners, and point out community suggestions to them, giving an indication of where we want to go. Partners, since they are the ones actually doing the work, will generally be the ones who define it.

IV. Final Recommended Indicators

Liza Morehead, Portland State University, called in on speaker phone at 4:41 p.m. Mr. Zenn asked her to highlight her changes. She said there were some changes in some indicators, reflecting comments from the last meeting. These included crime rate and alternative energy usage, and she reduced the number of too-numerous bike indicators. Regarding arts and culture, following additional research, she recommended an item to complement the artist wages metric.

Mr. Zenn noted that this was the first use of metrics that his team has used in a Plan; the implementation group will need to give them a test ride to see how they are working. Ms.

Morehead can put data sets together for the implementation group to use. Ms. Lahm-Evenson expressed concern about using the Corvallis Neighborhood Livability Survey, which has not been used for awhile. Mayor Traber replied that it's just a couple years old, and updating it would be part of the cost that the City would be committing to in going forward with an Action Plan. Mr. Zenn said it is in a couple places in the Plan, and would be an omission if it were eliminated altogether.

V. Steering Committee Report & Recommendation to City Council

Mr. Zenn summarized that the report contains an initial overview; information on the committee's efforts on moving the process forward, along with outcomes; and a short background. It will include a summary of the outreach, with details in the appendix. Ms. Mellem emphasized the importance of reminding the public on all the outreach; Mr. Zenn agreed that collectively, the outreach work was stunning.

The second section is on vision development, with the one-pager on what a Vision is, and Corvallis' own Vision; Focus Areas; and Vision ideas. Ms. Mellem and Ms. Schreck advocated listing the Focus Areas alphabetically; Mr. Zenn replied staff would see whether that resulted in any mismatches and report at the next meeting. The second section will include some information on the Action Plan, with committee recommendations on templates. It will also include evaluation metrics; and committee recommendations, including creating a body to take this forward.

VI. Public Comment

One member of the public said that much of the Big Vision is admirable and covers a lot of ground, but some priorities are missing. We have to look not just at what we want, but also what we'll likely face in the future. The six focus areas are not prioritized, but in the future, we'll be looking at likely serious challenges on climate change, earthquakes, economic changes, as well as combinations, etc. The document should state that we need to start seriously prepare for these changes.

Greg Wilson expressed concern on the Plan and Change focus indicators, regarding biking, pedestrians, and transit. Regarding sharing bike lanes, there are currently bike lanes on 98% of collectors and arterials in Corvallis; we probably can't get bike lanes on the remaining 2% due to different serious obstacles. Corvallis recently re-did its Bike-Friendly Community application, which contains questions on the number of miles of bike boulevards, buffered bike lane, number of traffic calming features installed within the last year, numbers of pedestrian-activated crossings installed, and curb extensions installed; however, it's not clear we can expand on these. Mr. Zenn said we can send that to Ms. Morehead.

Pauline Holton-Archer, of Work Unlimited, asked if access to disability services was on the indicators list; Ms. Schreck replied it was. Ms. Holton-Archer asked the responsibilities of a core lead partner; Mr. Zenn replied that it was usually taking on an action in the Action Plan. She asked if that meant attending regular meetings, perhaps quarterly; Mr. Zenn replied that it wasn't defined yet. Typically, there's reporting with the implementation team getting an annual progress report from a partner. She felt her group could be a lead

partner- it enhances employment opportunities, and is a provider that implements the state goal of “By work, we succeed”. Mr. Zenn anticipated a number of non-profits would become lead partners. Mayor Traber said that clarifying or defining roles of lead partners needs to be added.

It was reported that Benton County was moving forward on its own “2040 Thriving Communities Initiative” visioning process, and that the County’s new Public Information Officer would be making it more visible. The site www.benton2040.org has information.

One participant related that the Community Programs of the Associated Students of OSU (director, Darren Nguyen) was a great resource.

VI. Fall Festival

Mr. Zenn related that Planner Johnson is looking for volunteers to gather public feedback at the Fall Festival. We want to recognize that we’ve heard action suggestions. We’ll be asking people to choose their top three favorite suggested visions to see what cream rises to the top during a three-minute exercise, as well as the items that get no

Mayor Traber emphasized next meeting is Oct. 20, not the 13th.

Planner Johnson said she’ll put together talking points for volunteers staffing the booth.

VII. Adjourn

The meeting was adjourned at 6:04 p.m.